



Make Your Mark, Support Maricopa

Prepared for Maricopa Businesses
September 2014

- Why Shop Local?
- 2014 Shop Local Campaign
- Promotional Materials
- Questions & Answers
- Distribution of Shop Local Materials

Why Shop Local?

- Support Maricopa Businesses
- Keep Dollars in Local Economy
- Build a Strong Community
- Create Jobs & Wealth
- Encourage Entrepreneurship
- Sales Tax Dollars Drive Community Services



- More than 700 businesses in Maricopa
 - 40% with storefronts
 - 60% home-based
- Most face competition from businesses in other Valley communities
 - Per retail shopping survey, Maricopa residents shop more in Chandler than in Maricopa
- Without local support, businesses quickly fail

- Retail leakage reports indicate Maricopans spend > \$270M outside the city each year
- Money spent out Maricopa stays outside, creating no benefits for your community
 - Paying for amenities residents in Chandler, Mesa, Tempe, Phoenix enjoy
- Money spent in Maricopa recirculates, creating jobs, wealth and sales tax revenue



Source: ESRI Community Analyst, 2013 Retail Leakage Report.

- Maricopa business, locally owned
 - For every \$100 spent,
\$73 stays in local economy
- Maricopa business, non-locally owned
 - For every \$100 spent,
\$43 stays in local economy
- Non-Maricopa business
 - \$0 stays in local economy

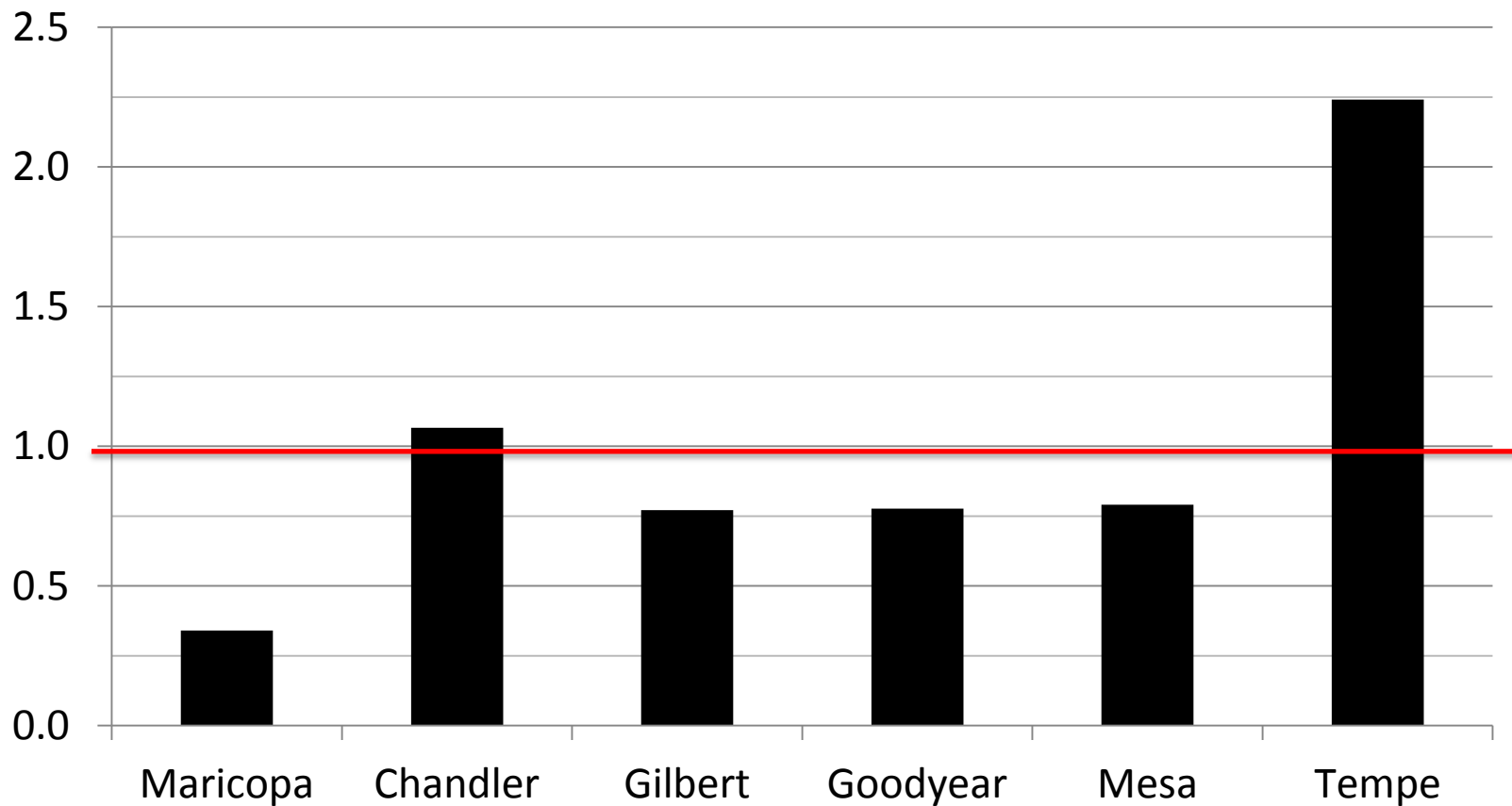


- Maricopa residents want a diverse economy offering local job opportunities
 - 98% of labor survey respondents agreed it is important to bring new employers to Maricopa
- Local businesses hire other local businesses, such as accounting, banking, advertising, printing, and other service businesses circulating dollars through the Maricopa Economy

- Small businesses have historically been the leading job creators nationwide
- According to the U.S. Small Business Administration, small firms accounted for 64% of the 18.5 M jobs created in U.S. between 1993 and 2011
- Maricopa has few jobs for a community of its size there is significant jobs to housing imbalance of 1:3



Jobs: #Jobs Per 1 Housing Unit



Source: 2011 American Community Survey (3-Year Estimates)

- Maricopa is an entrepreneurial community, evidenced by many home-based businesses
- Supporting local business encourages entrepreneurs to try new business ventures
- Entrepreneurs introduce unique shopping and dining opportunities and greater choice
 - Many favorite shops & restaurants started small

- Police, fire, community amenities and other city services are provided via sales tax collections
- If population growth outpaces sales tax collections, quality of services may decrease
- Increased collections creates new opportunities for city programs, services, and local amenities



- The purpose of the program is to create local awareness of the business resources that are within the community
- To help support locally owned businesses while building a vibrant community that residents are proud to call home
- Businesses are encouraged to create a shop local campaign of their choice
- Campaign runs from October through December
- Economic Development Department will use social media to share success of program



- The goal is to encourage businesses to create a mini shop local campaign
- Promote within the community to create awareness
- Share with Economic Development at economicdevelopment@maricopa-az.gov
- Examples:
 - Pumpkin Spice Latte
 - Holiday Décor
 - Partnership with local businesses



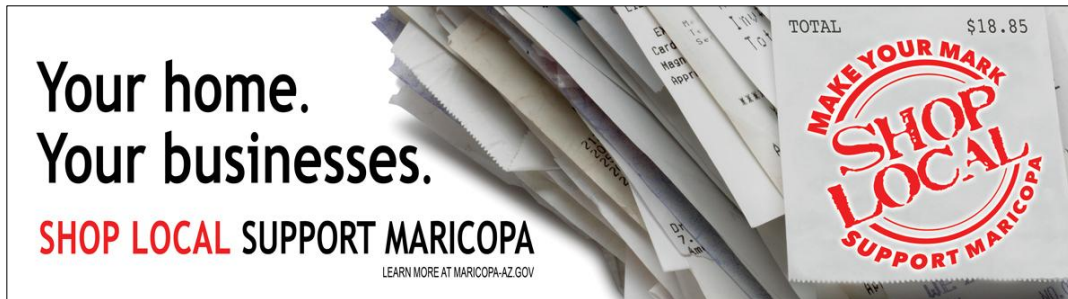
- Store-front businesses
 - Receive 1 stamp
 - 20 canvas bags
- Home-based businesses
 - 20 Shop Local stickers



- Creates loyalty and advocacy
- Commands attention from other shoppers
- Acts as differentiator
- Reinforces the importance of shopping locally



- Shop Local Promotion



- Meet with Local Store-front and Home-based Businesses
 - Thursday, Sept 4 @ 10:00 – 11:00 am
 - Thursday, Sept 11 @ 2:00 – 3:00 pm
 - Thursday, Sept 18 @ 5:00 – 6:00 pm



Questions?